

ORDER



Orders
Order / Rev: 698774
Alt Order #: 06224556
Product Desc: CROSSROADS GPS
Estimate: 1007
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 07/10/12 / 10/24/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact: John Flynn
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Crossroads GPS
Demographic: A25-54
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	62	\$103,675.00	\$88,123.75
10/29/12	10/29/12	15	\$23,400.00	\$19,890.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	62	\$103,675.00	\$88,123.75	0.00
November 2012	15	\$23,400.00	\$19,890.00	0.00
Totals	77	\$127,075.00	\$108,013.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/23/12	10/26/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	8	\$1,200.00	P-5	0.00	NM	8	\$9,600.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -			8			\$1,200.00		0.00			
E 2	WKYC	10/23/12	10/25/12	M-F 7-9a Today Today Show	CM	7a-9a	- T- T- - -	:30	2	\$1,800.00	P-5	0.00	NM	2	\$3,600.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- T- T- - -			2			\$1,800.00		0.00			
E 3	WKYC	10/23/12	10/26/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF - -	:30	8	\$800.00	P-5	0.00	NM	8	\$6,400.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -			8			\$800.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	10/23/12	10/26/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF - -	:30	8	\$800.00	P-5	0.00	NM	8	\$6,400.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	8		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
5	NKYC	10/22/12-10/28/12		M-F 9-10a Today II	9a-10a		- TWThF - - - -	:30	(\$800.00)	0.00	NM				
See MG 3.9 [NA/Oversold]															
8	NKYC	10/22/12-10/28/12		M-F 9-10a Today II	9a-10a		- TWThF - - - -	:30	(\$800.00)	0.00	NM				
See MG 3.10 [NA/Oversold]															
9	NKYC	10/29/12-10/29/12		M-F 11a-1230p	11a-1230p		M - - - - -	:30	\$800.00	0.00	NM				
Ⓜ MG for 3.5 10/23															
10	NKYC	10/25/12-10/26/12		M-F 10-11a	10a-11a		- - - ThF - - - -	:30	\$800.00	0.00	NM				
Ⓜ MG for 3.8 10/26															
E 5	WKYC	10/23/12	10/26/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	8	\$1,400.00	P-5	0.00	NM	8	\$11,200.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	8		\$1,400.00		0.00						
E 6	WKYC	10/23/12	10/26/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	4	\$2,500.00	P-5	0.00	NM	4	\$12,400.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	4		\$2,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	NKYC	10/22/12-10/28/12		M-F 6-630p	6p-630p		- TWThF - - - -	:30	(\$2,500.00)	0.00	NM				
See MG 6.5 [NA/Oversold]															
5	NKYC	10/28/12-10/28/12		Meet the Press	1030a-1130a		- - - - - Su	:30	\$4,900.00	0.00	NM				
Ⓜ MG for 9.4,9.7,6.2															
E 7	WKYC	10/23/12	10/26/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF - -	:30	4	\$3,500.00	P-5	0.00	NM	4	\$14,000.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	4		\$3,500.00		0.00						
E 8	WKYC	10/23/12	10/26/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	4	\$1,600.00	P-5	0.00	NM	4	\$6,400.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	4		\$1,600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	NKYC	10/22/12-10/28/12		M-F 730-8p	730-8p		- TWThF - - - -	:30	(\$1,600.00)	0.00	NM				
See MG 8.5 [Prgm Change]															
5	NKYC	10/25/12-10/25/12		M-F 730-8p	730-8p		(7:59 PM-7:59 PM) - - - Th - - - -	:30	\$1,600.00	0.00	NM				
Ⓜ MG for 8.2 10/25															
E 9	WKYC	10/23/12	10/26/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	- TWTF - -	:30	8	\$1,200.00	P-5	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	8		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
4	NKYC	10/22/12-10/28/12		Tonight Show	1135p-1237a		(11:35 PM-12:35 PM) TWThF - - - -	:30	(\$1,200.00)	0.00	NM				
See MG 6.5 [NA/Oversold]															
7	NKYC	10/22/12-10/28/12		Tonight Show	1135p-1237a		(11:35 PM-12:35 PM) TWThF - - - -	:30	(\$1,200.00)	0.00	NM				
See MG 6.5 [NA/Oversold]															
E 13	WKYC	10/23/12	10/27/12	LN (M-Su)	CM	11P-1135P	- TWTF - -	:30	6	\$2,400.00	P-5	0.00	NM	6	\$14,400.00

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E 28	WKYC	10/29/12	10/29/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M- - - - -	:30	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	M- - - - -		1			\$2,400.00		0.00				
N 29	WKYC	10/27/12	10/27/12	Major League Soccer Soccer	CM	Various	- - - - - S-	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	- - - - - S-		1			\$1,000.00		0.00				
N 30	WKYC	10/23/12	10/25/12	Early Today Early Today	CM	4a-430a	- T- T- - -	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	- T- T- - -		2			\$200.00		0.00				
Totals													77	\$127,075.00	